

California COVID-19 Vaccination Program Update

Social Media Alert: #CrucialCOVIDConversations

The FDA is meeting on June 15 to discuss authorizing COVID-19 vaccines for children under 5 years of age. Leading up to the anticipated authorizations, CDPH needs your help on social media to guide the public, answer questions, and fight back against the latest misinformation.

CDPH is encouraging all healthcare providers to post at least one message on the social media platform of your choice this week using the hashtag **#CrucialCOVIDConversations**.

Key social media message of the week (tailor for your platform and voice):

Millions of children have been diagnosed with COVID and tens of thousands have been hospitalized. Vaccines help protect your child from serious illness and hospitalization from COVID.

#CrucialCOVIDConversations #ThisIsOurShot
#VacunateYa

Shareable graphic source: [HHS Vaccines Help Protect Your Child from COVID](#)

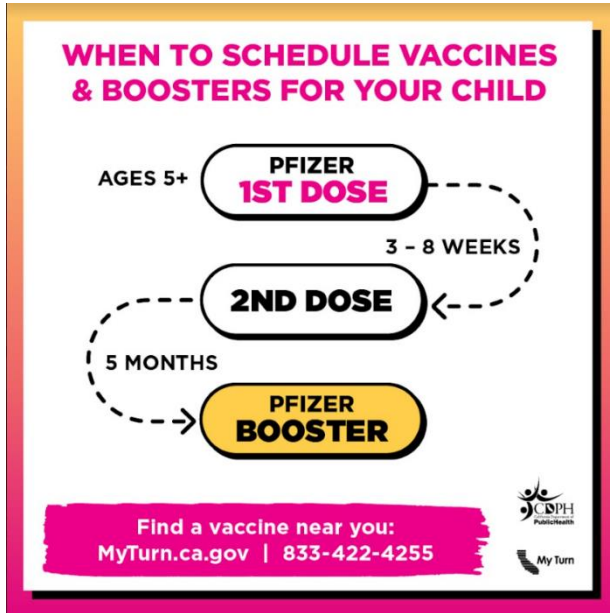
There's no way to know how COVID will affect your child, but we do know that **vaccines will help protect them from severe illness, hospitalization, and death.**



Get vaccine facts
cdc.gov/coronavirus

WE
CAN
DO
THIS

Social Media Post 2:



During the Omicron period, unvaccinated children ages 5-11 were twice as likely to be hospitalized with COVID-19 than vaccinated children. Everyone ages 5+ should get a booster for longer protection against the worst outcomes of COVID.

#CrucialCOVIDConversations #ThisIsOurShot #VacunateYa

Shareable graphic source: [Pediatric Provider Toolkit](#)

Access all CDPH COVID-19 Response toolkits [here](#)

Social Media Post 3:

A new, easy-to-use tool is now available for Latinos and other Spanish speakers to learn about vaccines and COVID-19. WhatsApp allows you to text on your phone anytime, anywhere to find answers to your questions, and even book a vaccine appointment!

#CrucialCOVIDConversations #ThisIsOurShot #VacunateYa

Una herramienta nueva y fácil de usar ahora está disponible para que los latinos y otros hispanohablantes aprendan sobre las vacunas y el COVID-19. WhatsApp te permite enviar mensajes de texto desde tu teléfono en cualquier momento y en cualquier lugar para encontrar respuestas a tus preguntas, ¡e incluso para programar una cita para la vacuna!

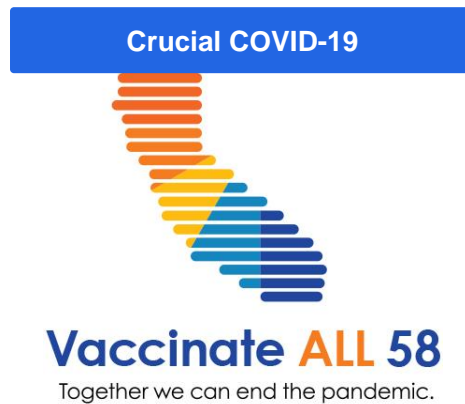
#CrucialCOVIDConversations #ThisIsOurShot #VacunateYa

Shareable graphic source: [VA58 WhatsApp Chatbot](#)



If you would prefer to repost an existing social media message, please use the links below from #ThisIsOurShot:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)



COVID19 Vaccination Program

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